# Module specification

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| Module code | BUS4A3 |
|---|---|
| Module title | Contemporary Business Environment |
| Level | Level 4 |
| Credit value | 30 |
| Faculty | Glyndŵr University: Faculty of Social and Life Sciences<br><br>Bloomsbury Institute: School of Business and Accounting |
| Module Leader | Arif Zaman |
| HECoS Code | 100078 |
| Cost Code | GAMG |

## Programmes in which module to be offered

| Programme title | Is the module core or option for this programme |
|---|---|
| BA (Hons) Business Management | Core |
| BA (Hons) Business Management (Marketing) | Core |
| BA (Hons) Business Management (Entrepreneurship) | Core |
| BA (Hons) Business Management (Human Resource Management) | Core |

## Pre-requisites

None

## Breakdown of module hours

| Learning and teaching hours | 66 hrs |
|---|---|
| Placement tutor support | 0 hrs |
| Supervised learning e.g. practical classes, workshops | 0 hrs |
| Project supervision (level 6 projects and dissertation modules only) | 0 hrs |
| **Total active learning and teaching hours** | **66 hrs** |
| Placement / work based learning | 0 hrs |
| Guided independent study | 234 hrs |

| Learning and teaching hours | 66 hrs |
| --- | --- |
| **Module duration (total hours)** | **300 hrs** |

| For office use only | |
| --- | --- |
| Initial approval date | 8 April 2022 |
| With effect from date | June 2022 |
| Date and details of revision | |
| Version number | 1 |

# Module aims

The module provides students with knowledge and understanding of different types of organisations, their purposes, structures, and functions in contemporary business environments in which they operate. The module helps students to identify and explain contemporary issues from external factors that impact on the operations of organisations in an increasingly dynamic and unpredictable local, national and the interconnected global business environment. That helps students to understand how business organisations operate in political, economic, socio-cultural, technological, and legal environments. Students will apply relevant tools and frameworks to analyse the internal and external environment of an organisation with a view to understanding its strengths, weaknesses, opportunities and threats. The module helps students to explore the relationships that organisations have with various stakeholders and how the broad external environment influence and shape business decision-making.

# Module Learning Outcomes - at the end of this module, students will be able to:

| | |
| --- | --- |
| 1 | Identify and describe the internal organisational structures, functions and processes of contemporary organisations. |
| 2 | Explain internal and external factors affecting the business environment. |
| 3 | Apply a range of tools to analyse and present the internal and external environments of contemporary organisations. |

# Assessment

This section outlines the type of assessment task the student will be expected to complete as part of the module.

**Indicative Assessment 1:** Will take the form of a portfolio (1,000 words equivalent), divided into several tasks that could take one or more of the following formats: online quizzes (30 minutes), written responses to tasks (250-500 words), case studies (250-500 words) and short reflective tasks (250-500 words).

**Indicative Assessment 2:** Will take the form of a digital poster presentation on an organisation (2,000 words equivalent).

| Assessment number | Learning Outcomes to be met | Type of assessment | Weighting (%) |
| --- | --- | --- | --- |

| 1 | 1, 2 | Portfolio | 40% |
|---|---|---|---|
| 2 | 3 | Poster Presentation | 60% |

## Derogations

None.

## Learning and Teaching Strategies

The module will be completed over one term.

Students will undertake 2-weeks of pre-reading and online activities.

The module is taught through weekly 2-hour lectures, 2-hour seminars and 2-hour workshops.

**Lectures** provide a broad outline structure for each topic to be covered. Lectures offer a good way of covering a lot of information and, more importantly, of conveying ideas to many people at once.

**Seminars** enable students to undertake directed self-study and to answer questions and solve problems which are set by the lecturer. Students will present their answers and solutions within the seminar group. Seminars enable students to explore further the topics introduced in the lectures.

**Workshops** follow on from lectures and seminars. They are designed to enable students to work within a small group to perform set tasks (e.g. working on an exercise or case study). They reinforce proactive learning by providing opportunities for discussion and interaction.

The seminar/workshop groups are small, thereby enabling students to develop a deep understanding.

**Student digital literacies** are developed on this module through the use of:

- Online libraries and databases for gaining access to full-text journal articles and eBooks.
- Communication means provided through the VLE and learning technology applications.
- Assessment and feedback tools such as Multiple Choice Tests/Quizzes, Turnitin and the VLE's Gradebook – enabling timely and detailed feedback on student work.
- Web-based Office 365.

## Indicative Content

- Types of organisations, their purposes, structures, functions and processes
- The global context of business: markets and trade
- Contemporary issues from PESTEL factors (political, economic, socio-cultural, technological, and legal)
- The political environment
- The macroeconomic environment
- The legal environment
- The socio-cultural environment: demographic, social and cultural context of business
- The resource context: people, technology and natural resources
- The ethical and ecological environment

- Business-government relations, competition, regulations
- Governments and markets: influences on trade and investment
- International markets, trade, financial environment, currency and capital market issues
- Market/industry structures: monopoly, duopoly, oligopoly, perfect competition
- Market forces: supply and demand issues
- Strategy and the changing environment
- Contemporary issues from external environment e.g. BREXIT, Covid19 pandemic

## Indicative Bibliography:

Please note the essential reads and other indicative reading are subject to annual review and update.

**Essential Reads**

- Worthington, I. and Briton, C. (2018) *The Business Environment.* 6th Ed. FT/Prentice Hall, London.

**Other indicative reading**

- Morrison, J (2020) *The global business environment*. 5th edition. Red Globe Press.
- Sloman, J. and Jones, E. (2014) *Economics and the Business Environment*. 4th Ed. Pearson Education, Harlow.
- Palmer, A. and Hartley, B. (2012) *The Business Environment*. 7th Ed. McGraw-Hill, Berkshire.
- Baron, D.P. (2005) *Business and its Environment*, FT/Prentice Hall, London.
- Brookes, I., Weatherston J. and Wilkinson, G. (2004) *The International Business Environment*, FT/Prentice Hall, London.
- Cambell, D. and Craig, T. (2005) *Organisations and the Business Environment.* Butterworth-Heinemann, Oxford.
- Griffiths, A. and Wall, W. (eds) (2004) *Economics for Business and Management.* FT/Prentice Hall, London.

## Employability skills – the Glyndŵr Graduate

Each module and programme is designed to cover core Glyndŵr Graduate Attributes with the aim that each Graduate will leave Glyndŵr having achieved key employability skills as part of their study. The following attributes will be covered within this module either through the content or as part of the assessment. The programme is designed to cover all attributes and each module may cover different areas.

**Core Attributes**
Engaged
Creative
Ethical

**Key Attitudes**
Commitment
Curiosity
Resilience

Confidence
Adaptability

**Practical Skillsets**
Digital Fluency
Organisation
Critical Thinking
Communication